

## ***CBOs and Clients Join in UPN Project***



*Leland Johnson, with daughter Nadia, was involved in her life even before she was born.*

**A**s part of BabyCal's partnership with UPN Los Angeles (Channel 13) and UPN Sacramento (Channel 31), CBOs had the opportunity to participate in the production of a variety of news features that were aired in the summer of 2000. Some of the news features highlighted CBOs and the services they offer and focused on prenatal care, including the trimesters of pregnancy, nutrition, infant mortality, father involvement, mentoring and substance abuse. Seven news features were completed in Los Angeles and five news features were completed in Sacramento. The stories were broadcast in Los Angeles on UPN's 11 p.m. newscast and in Sacramento on "Good Day Sacramento."

### **Los Angeles**

#### • Substance Abuse

South Central Los Angeles Perinatal Substance Abuse Program was featured in this segment. The news story highlighted a graduation ceremony for clients, who successfully completed their program and focused on a mother who was in the process of completing the center's substance abuse program.

#### • Involving Fathers

This segment highlighted Healthy Babies Alliance's "Healthy Father's/Healthy Men" support group and the important role of the father in a child's life, even before birth. Two support group members shared their stories.

#### • Education/Classes for Expectant Women

Pasadena Public Health Department participated in a news feature about an interactive class focusing on breastfeeding and educated viewers about the importance of learning parenting skills. The Department offers classes such as health education, prenatal classes and newborn care.

#### • Teen Pregnancy

ABC-USD Teen Parent Program's education outreach which offers childcare, a continuation student program, and prenatal and parenting classes for pregnant and parenting teens, was highlighted in a news story.

#### • Neonatal Intensive Care

This segment was shot at Daniel Freeman Hospital's neonatal intensive care unit. A variety of babies were shown who were suffering from health problems due to their mothers decision not to receive prenatal care.

#### • Nutrition

A nutritionist from the Public Health Foundation of Los Angeles-WIC Program was shown touring a grocery store. The WIC representative pointed out nutritious food items and spoke to an expectant mom about the importance of nutrition during a woman's pregnancy and how WIC can help.

#### • Infant Mortality Prevention

This segment focused on the role of an outreach worker from Great Beginnings for Black Babies. An outreach worker conducts a client home visit during this segment.

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## ***BabyCal is Now Online***

As a reminder, BabyCal distributed a postcard to CBOs in July announcing a special partnership with UPN. Now CBOs can access BabyCal information from the UPN Web site until December 2000. By logging onto the site and selecting the BabyCal link, visitors can view information about nutrition, steps to a healthy baby, facts about BabyCal, programs that can help and California birth statistics.

Be sure to view the information on the UPN Web site at [www.UPN13.com](http://www.UPN13.com) to learn more about the BabyCal Campaign!

# BabyCal Bundles: What We Learned From You

The BabyCal Bundles incentive program, established in 1998 to motivate pregnant women to keep their prenatal care appointments and attend prenatal care classes, continues to be a success according to feedback received from BabyCal CBOs and clients! This year, 50 CBOs that provide direct services to pregnant women in rural areas of California participated in the ongoing program that was reintroduced in February 2000, helping to motivate nearly 2,000 clients.

For attending a series of prenatal appointments or classes, moms-to-be received a BabyCal Bundle -- a large zippered canvas tote containing items from the Department of Health Services. Included in the bundle were "Healthy Mom, Healthy Baby Handbook," a BabyCal wipe-off magnet and a BabyCal bib. Also, for the second year, sponsor Securitec Corporation donated the America's Youth Passports for the bundles. The booklets provide important health and developmental information and a place for parents to record their child's medical history.



- "I love this gift."
- "This program really makes me feel special."
- "The handbook includes really helpful prenatal information."

Quotes from clients



To ensure the success of the bundles incentive program and meet the needs of the community, CBOs incorporated the Bundles into a new or existing incentive program. One CBO encouraged attendance to classes and prenatal appointments by incorporating the Bundles program into a monthly pregnancy-related luncheon, where expectant moms initially received a Bundle and additional incentive items were handed out each time they attended the luncheon. Another CBO developed an incentive program that occurred over a two-week period where clients were expected to attend a prenatal, WIC, nutrition and Comprehensive Perinatal Service Provider (CPSP) visit. When completed, clients received an introductory packet and a Bundle.

*If you would like to find out more about the BabyCal Bundles program, please contact your CBO Coordinator or Dina Friedman at (323) 966-5761.*

***BabyCal sends special thanks to the CBOs that participated in the program and to Securitec Corporation for their continued support of the Campaign.***

## Your TV Guide: Tuning in to the BabyCal Ads

In the winter 2000 issue of BabyCal News, three new BabyCal advertisements were introduced and began airing earlier this year. Along with the new advertisements, three new companion radio spots also were developed. Keep a look out as these ads begin airing again in early October through the end of the year.

BabyCal ads and radio spots will air on most major networks and select radio stations throughout California. Please see station listings below.



### RADIO SCHEDULE

Station (English)
<u>Fresno</u>
KBOS-FM 94.9, KSEQ-FM 97.1
<u>Los Angeles</u>
KKBT-FM 92.3, KPWR-FM 105.9
<u>Riverside/San Bernardino</u>
KGGI-FM 99.1, KKBT-FM 92.3, KPWR-FM 105.9
<u>Sacramento</u>
KBMB-FM 103.5, KSFM-FM 102.5
<u>San Diego</u>
KHTS-FM 93.3, KHTZ-FM 90.3
<u>San Francisco</u>
KMEL-FM 106.1, KYLD-FM 94.9
<u>Stockton</u>
KSFM-FM 102.5, KWIN-FM 97.7

BabyCal ads can be viewed during television programming such as (Moesha, The Parkers, The Jamie Foxx Show, The Steve Harvey Show, For Your Love, Ally McBeal, Buffy the Vampire Slayer, Who Wants to be a Millionaire and The Teen Choice Awards.) Television programming is selected to reach the highest concentration of low-income pregnant women 18-34 years old. Research found that male partners of pregnant women also are reached with this programming.

For more information about the ad and radio schedule, please contact your CBO Coordinator or Dina Friedman at (323) 966-5761.



### TELEVISION SCHEDULE

Station (English)	Station (Spanish)
<u>Bakersfield</u>	
ABC, CBS, FOX, NBC, UPN	Univision
<u>Chico</u>	
ABC, FOX, NBC, UPN, WB	N/A
<u>Fresno</u>	
ABC, CBS, FOX, NBC, UPN	Univision, Telemundo
<u>Los Angeles</u>	
ABC, CBS, FOX, NBC, UPN, WB	Univision, Telemundo
<u>Sacramento</u>	
ABC, CBS, FOX, NBC, UPN, WB	Univision
<u>San Diego</u>	
ABC, FOX, NBC, WB	Univision, Telemundo
<u>San Francisco</u>	
ABC, CBS, FOX, NBC, UPN, WB	Univision, Telemundo

## CBO Spotlight

### Mother Net LA

Los Angeles/Contact: Bonny Taggart, Director (310) 632-3353

**M**other Net LA is a community-based program that offers home visitation services to its clients. For many clients, transportation can be a challenge and this program enables clients to keep their appointments. In addition to home visitation, Mother Net LA also offers a family education center committed to serving the needs of low-income pregnant women and new moms. As part of their home visitation program, moms-to-be receive visits on a weekly basis, especially during their first trimester. Home visitors teach clients how to make healthy choices during their pregnancy and provide them with emotional support.

"BabyCal materials have helped us stress the importance of early prenatal care and health education," said Bonny Taggart, Director. "Our new moms love the Jada Pinkett Smith photo frame magnet and our home visitors use them for our newborn picture collage. BabyCal's culturally sensitive messages are powerful and effective in reaching pregnant women of all ethnic backgrounds. Our clients are thrilled that they can get the proper information to make sure they have a healthy baby."

In addition to providing home visits, Mother Net LA also focuses on children ages 0-2 by conducting community immunization awareness workshops to ensure families are getting their immunizations. Mother Net LA programs also offer parenting classes and a weekly father support group



*Mother Net LA Parenting Class Participants.*

where dads learn problem solving and parenting skills. This support group is done in partnership with El Nido Family Centers.

Mother Net LA serves more than 175 pregnant women and new moms every month and has been a BabyCal Network member since 1998. Its goal is to reduce the infant mortality rate, increase the number of immunized children, and reduce child abuse or neglected children by teaching parents how to improve their parenting skills.

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## Health Services Agency - Maternity Outreach Mobile (MOM)

Modesto/Contact: Teresa Quezada, Project Coordinator (209) 558-8230

**I**n Modesto, "health care on wheels" may be synonymous with the Maternity Outreach Mobile (MOM). Established seven years ago, MOM travels to underserved areas in Stanislaus County that have high instances of low-birth rates and teen pregnancy. Equipped with state-of-the-art equipment, MOM offers the following services: prenatal care, Comprehensive Perinatal Service Provider (CPSP), California Child Health and Disability Prevention (CHDP), family planning and family practice.

"It is the mission of MOM to provide health care and education for pregnant women, to help communicate the importance of prenatal care, to reduce infant mortality and low birth weight

babies, and to improve the health of women and their families," said Teresa Quezada, Project Coordinator.

In addition to providing quality health care, MOM contributes to making health care easier by providing childcare and easy access to their facilities, and allowing clients to see a doctor or nurse without a long wait. The MOM staff members, who include a project coordinator, a family nurse practitioner and medical assistant, also try to break down barriers by speaking the clients' native languages, Cambodian and Spanish, when necessary. To service their clients, MOM travels to four pre-set locations each week such as supermarket parking lots, malls and schools.

MOM has been well received in the community. Since the program was established, the number of clients served each year continues to rise. Many clients receiving health care from MOM identify it as their neighborhood clinic and continue to return.

MOM is a grassroots project and collaboration between Health Services Agency of Stanislaus County, Doctors Medical Center Foundation and Soroptomist International Clubs of Stanislaus County. They have been a member of the BabyCal Network since 1999.



*The Maternity Outreach Mobile delivers their services to communities within the Stanislaus County area.*

# Exercise and Pregnancy: A Healthy Mix



**R**egular exercise helps keep the heart, mind and the entire body healthy. It also helps prevent health problems like heart disease, high blood pressure, diabetes, bone loss, anxiety and depression. For many, exercise is an important part of daily life. It's important to know that most women can continue to exercise while pregnant.

When you're pregnant, it's important to keep fit and carefully watch your weight gain. Even if you weren't already exercising, try adding physical activity to your day. Before you start an exercise program, it's important to speak to your health care provider. Daily activity such as vacuuming, making the bed, gardening, and walking can be good ways to do this. Just 10 minutes of activity three times a day, can pay off big in health benefits. There's also an extra bonus to exercising during your pregnancy--it helps ease common pregnancy discomforts like constipation and backache, and will help make you stronger when it is time to deliver your baby.

Important phone numbers that can provide you with more prenatal care information, support and referrals.

March of Dimes 1-888-MODIMES  
Resource Center

Southern California Chapter 1-213-637-5050  
Northern California Chapter 1-916-922-1913

Or consult your local telephone directory for a chapter near you.

## Guidelines to Follow

Once your health care provider has approved your decision to exercise, you should follow these simple guidelines:

- Drink plenty of fluids before and during exercise.
- Don't exercise outdoors on hot days.
- Safe exercises for pregnant women include walking, swimming, and cycling on a stationary bike.
- Exercise regularly at least three times a week.
- Avoid exercising on your back after the first trimester, and long periods of standing still. Both can reduce blood flow to the uterus.
- Stop exercising when you become tired.
- Consult your health care provider about an appropriate diet.
- Don't become overheated, especially in the first trimester. Avoid using a hot tub or sauna.

## Exercises to Avoid

If you're not sure about a specific exercise, check with your doctor. You should avoid exercises where you could fall or injure yourself. These include:

- Water-skiing
- Diving
- Snowmobiling
- Horseback riding
- Downhill skiing

## Not All Pregnant Women Should Exercise

It's important to keep in mind that not all expectant moms should exercise. Avoid exercising during your pregnancy if you:

- Have had preterm labor in a previous pregnancy.
- Have pregnancy problems.
- Have been informed of fetal development problems.
- Have a history of medical problems such as high blood pressure, diabetes, heart disease or thyroid disease.

## When to Stop Exercising: Look for the Warning Signs

You should stop exercising right away and call your health care provider if you have symptoms such as:

- Breathlessness
- Nausea
- Dizziness
- Chest pain or tightness
- Headaches
- Uterine contractions
- Muscle weakness
- Vaginal bleeding

**Source:** March of Dimes, *mama magazine*, 1998



# Health Fairs and Conferences

In July, Northern California CBO Coordinator Nadine Roberts Cornish represented BabyCal at the World's Largest Baby Shower in Sacramento, which attracted more than 1,000 pregnant women, dads, grandmothers, children and babies, including high-risk teenagers and low-income women of all ethnicities. Highlights of the event included the baby dance contest, the baby races and the diaper derby competition.

To enhance this year's participation, BabyCal was a game sponsor for the "Dad's Diaper Derby" competition. As part of the competition, 16 fathers were blindfolded and competed against each other to quickly diaper a baby doll. The "Quiz Bowl" was another exciting game that challenged mothers and expectant moms with questions about a healthy pregnancy.

This was BabyCal's sixth year participating in the World's Largest Baby Shower, which was sponsored by Sacramento

County Health Department, Florin Mall and Toys 'R' Us. More than 50 agencies participated in this year's event.

If you are aware of any upcoming health fairs or conferences in your area that can help us better reach families who may benefit from BabyCal, please contact your CBO Coordinator.



Expectant dads participate in the "Dad's Diaper Derby" competition.

## CBOs and Clients Join in UPN Project

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### Sacramento

#### • Trimesters of Pregnancy

*A series of three news features focusing on the trimesters of pregnancy were shot at the Center for Community Health & Wellbeing – The Birthing Project. In the segment, which focused on the first trimester of pregnancy, a first-time expectant mom was featured who participated in the CBOs' "Baby Bucks" incentive program. The second trimester featured, an expectant couple and focused on the husband's active involvement in her pregnancy. The third trimester segment highlighted a pregnant mom expecting twins who also participated in the "BabyBucks" incentive program. This feature emphasized the importance of giving a baby a good start in life.*

#### • Nutrition

*Produced by UPN studios, this news story featured a registered dietician from Sacramento County WIC conducting a cooking demonstration and providing nutritional recipes for expectant moms to use during pregnancy.*

#### • Exercise

*Also produced in the UPN studios, this segment highlighted a fitness expert and an expectant mom demonstrating easy exercises. The best exercise for expectant mothers is walking. Walking helps to increase endurance, stamina, and strengthen muscles needed during labor. Another great exercise is to gently pull the knee to the chest, then slowly rotate the ankles. Ankle rotations are good for flexibility, eliminating back pain, and stretching the lower hips.*

A special thanks to the CBOs and clients who participated in the UPN Los Angeles and Sacramento projects. BabyCal appreciates your involvement.

## BabyCal Distributes New Member Kit Materials

In July, BabyCal distributed a Network Member Kit mailing that included new outreach materials for CBOs. As mentioned in the spring 2000 issue of BabyCal News, the kit provides a place to store and organize BabyCal informational materials that help support CBO education and outreach. CBOs received a variety of materials, including two new BabyCal print ads that may be used as outreach flyers and two copies of the fact sheets titled, "Smoking, Alcohol, Drugs and Your Baby," and "Get the Best For You and Your Baby," that can be photocopied and distributed to clients. All the flyers were provided in English and Spanish.

To request a CBO Network Member Kit, information sheets or ask questions, please contact Dina Friedman at (323) 966-5761.

# The Facts About BabyCal

**W**hile most Network CBOs and clients are aware that BabyCal is an outreach campaign, some may think of BabyCal as being a program. So, what is the BabyCal Campaign? Below are some facts that can help increase your understanding about BabyCal.

- *BabyCal is a statewide public awareness and education campaign aimed at combating low birthweight and decreasing infant mortality.*
- *BabyCal focuses on educating women and their families about how to have a healthy pregnancy. This is done by communicating the importance of early and regular prenatal care, and practicing healthy behaviors during pregnancy such as staying away from smoking, drinking or drugs. BabyCal also informs women about the availability of State*

*programs that can help pay for prenatal care services such as Medi-Cal and AIM.*

- *BabyCal is designed to target high-risk women throughout the state of California, including African-American women, younger women, and low-income women of all ethnicities.*
- *BabyCal communicates its key messages through advertising, community outreach, celebrity spokespersons, sponsorships, public relations, collateral marketing materials and a toll-free line.*
- *BabyCal, administered by the Department of Health Services, was launched in 1991.*

For more information about BabyCal, contact your CBO Coordinator.

## Welcome, New BabyCal CBOs

**B**abyCal welcomes six new CBOs. Our Network now has more than 500 participating organizations statewide.

### Northern California Region

*Nadine Roberts Cornish - (916) 925-7816*

*"BabyCal values your efforts in educating women about prenatal care."*

- Prenatal Advantage, San Mateo

### Southern California Region

*Tania Watson - (661) 297-0048*

*"Help us to continue educating women in our community about the importance of eating right and staying away from smoking, drinking and drugs while pregnant."*

- Clinica Santa Rosa, Santa Ana
- Mother and Child Health Center, El Monte
- Plaza Health Care Medical Clinic, Lynwood
- Women's Health Forum - CPSP, Moreno Valley

### CBO Coordinators:

**Northern California:** Nadine Roberts Cornish (916) 925-7816  
Lori Goodwine (916) 446-2842

**Southern California:** Tania Watson (661) 297-0048

### Hill and Knowlton:

6500 Wilshire Blvd., 21st Floor  
Los Angeles, CA 90048

**Contact:** Dina Friedman (323) 966-5761

Fax: (323) 782-8192

or Yvonne Arias (323) 966-5740

### Department of Health Services:

714 P Street, Room 1650

Sacramento, CA 95814

Contact: Angelica Perez (916) 657-0150

Fax: (916) 653-9212

### Ordering Information

CBOs may order BabyCal outreach materials by completing an order form and faxing it toll-free to FYI Direct at (888) 428-6245. Orders are filled and shipped 3-5 days after receipt. If you have any questions regarding your order, please contact FYI Direct at (800) 308-2679. Outreach materials continue to be available free of charge to CBOs. You may contact your CBO Coordinator or call Dina Friedman of Hill and Knowlton at (323) 966-5761 for sample packets order forms, or to address special needs.